



Feasibility Study

109 & 111 North Main Street

Farmville, Virginia

May 17, 2023



PREPARED BY:

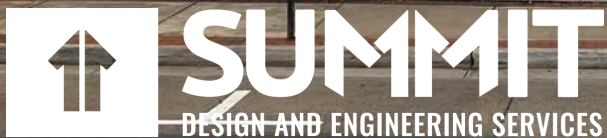




TABLE OF CONTENTS

- I. EXECUTIVE SUMMARY**
- II. INTRODUCTION**
- III. BUILDING and SITE ASSESSMENT**
 - A. Introduction**
 - B. Streetscape**
 - C. Building Sites**
 - D. Building Exteriors**
 - E. Building Interior – 109 North Main Street**
 - F. Building Interior – 111 North Main Street**
 - G. Summary and Conclusion**
- IV. RESEARCH and ANALYSIS**
 - A. Demographics & Market Study**
 - B. ESRI Infographics**
 - C. ESRI “Tapestry Segments”**
 - D. Market Research Interviews**
 - E. Previous Studies**
 - F. Conclusions**
- V. EXPLORATION OF OPTIONS**
 - A. Building Options**
 - B. Options for Use**
- VI. REDEVELOPMENT STUDIES**
 - A. Description of Concepts**
 - B. Precedents and Comps**
 - C. Programming Studies**
- VII. REDEVELOPMENT CONCEPT**
 - A. The Concept Design**
 - B. Cost of Work Budget**
 - C. Pro Forma**
 - D. Funding Options**
- VII. IN CLOSING**

I. EXECUTIVE SUMMARY

A NEW FARMVILLE MAIN STREET VENUE

This document describes the cooperative process between The Farmville Downtown Partnership and Summit Design and Engineering, as we investigated, analyzed, and explored various ideas for the redevelopment of the buildings at 109 and 111 N. Main Street in Farmville, VA. This has been a methodical process, combining optimistic ideas with pragmatic realities, in order to develop a realistic and ambitious concept for the properties that will be a positive contribution to Farmville's Main Street.

We begin with the existing built environment: **Building and Site Assessment**. The building do not have much existing historic character, and two properties are in very different states. 109 N. Main sits derelict, and does not appear salvageable. 111 N. Main is in reasonable condition, but is in need of comprehensive renovation. The streetscape is simple, as these are background buildings in the greater Main Street district.

We follow this with an **Research and Analysis** of the local market and demographics. There area variety of people who live and work in Farmville, and also who visit the area for outdoor activities, Green Front furniture shopping, and university events. We round this out with interviews of people in the community, in order to establish opportunities and needs: retail not office, local business opportunity, and Main Street residential.

Returning to the buildings themselves, we then describe our **Exploration of Options** for the scope and scale of the redevelopment. The existing 1-story buildings are in a district that also includes 2-story and 3-story buildings. However, the sites seem suited for a more conservative development that includes open space. While 111 N. Main will be fully renovated, 109 N. Main will be turned into an open "mews" providing a venue for open air activities along Main Street.

Having established the intimate scale of the 1-story redevelopment with its open space, the **Redevelopment Studies** look at a variety of potential uses for the properties. Everything is on the table, from hotel or apartments , offices or incubators, and retail/cafe/restaurant. However, the market and demographic analysis suggests that simplicity and flexibility are important.

This leads to our **Redevelopment Concept**: a clear distinction of public and private, with a leasable restaurant space on Main Street, a two-bedroom apartment with a private rear entrance, and the mews which provides an outdoor patio for the restaurant as well an area for a "shed row" of small retail incubators that will provide local business opportunity and an exciting draw for Main Street activity. This concept is supported by a preliminary cost of work take-off, a preliminary pro-forma, and description of potential grant funding sources.

Overall, this study describes an ambition, exciting, and ultimately pragmatic approach to the redevelopment of these two properties in Farmville. This would take two essentially non-contributing spots on Main Street and transform them into a dynamic part of an already vibrant community through the vision and stewardship of the Farmville Downtown Partnership.

II. INTRODUCTION

The history and current environment of Farmville, VA shows a long and dynamic past, going back to the early days of the colonies and the United States. It has been the center of economic activity for the surrounding region for much of its history, and continues to evolve in this role in the greater Farmville community. It is famously home to two colleges, Hampden-Sydney College and Longwood University. Green Front Furniture, which is one of the nation's top-100 furniture resellers, calls Farmville home with a dozen different buildings with a wide array of furnishings.

Farmville's Main Street area still retains its traditional character, and draws visitors from the nearby region but also from Richmond, Raleigh, and beyond. However, there are gaps and weaknesses in this Main Street character, and the buildings at 109 and 111 North Main Street are noticeable examples of this. 109 North Main sits vacant and derelict, while 111 North Main is underused and does not currently contribute to the vitality of the neighborhood.

The Farmville Downtown Partnership sees this as an opportunity to change this, to flip the script for the buildings. These properties can transform from non-contributing gaps into dynamic and active venues that will energize the block and enhance the district overall.

This study documents our process in investigating and analyzing these properties and the local community context, exploring options for redevelopment, and finally proposing a realistic and exciting concept for what this can be: A New Farmville Main Street Venue

This exciting new space will take advantage of the diverse activity, population, and visitation that Farmville experiences. College students, local residents, and daily visitors will all find benefit and use for these spaces. There will be opportunities for entrepreneurial investment, local employment, recreation and retail, and a Main Street residence. Under the overall management of the Farmville Downtown Partnership, this project will thrive and evolve, and provide an example of one of the many ways that properties like this can be redeveloped, both in Farmville and in other communities.



III. BUILDING and SITE ASSESSMENT

A. INTRODUCTION

As we look at the current condition of the buildings at 109 and 111 North Main Street, it's worthwhile to review their history, and how they got to this point.

Prior to these two buildings, the properties had been combine and together were home to the Westover Hotel. The Westover was re-branded as the Continental Hotel, which sadly burned down in 1957. The properties were very quickly redeveloped into the two buildings that we see today, originally occupied by Newman's Men Shop, and Sears. The buildings experienced some change over the following decades, eventually resulting in their current state: 109 North Main lies vacant, and 111 North Main is a small office and retrofitted apartment.

B. STREETScape

Siting across North Main Street from the Prince Edward County Court building, these two building form part of an essentially continuous streetscape along the west side of North Main. The street has a series of one-story and two-story mixed use buildings, with various types of ground floor retail and office space. Occupants along this side of the street include the Longwood Center for the Visual Arts, an office supply store, a Wells-Fargo bank, and multiple lawyers office. While more than one of the storefronts is currently vacant, there is an active gelato shop directly adjacent, at 113 North Main.



The buildings represent a range of time periods in the history of Farmville, and the character of the streetscape reflects this. Traditional turn-of-the-century commercial buildings in brick are adjacent to mid-century modern buildings in stone and concrete, while the more recent arts center in brick anchors the north end of the block at the intersection with East 3rd Street.

III. BUILDING and SITE ASSESSMENT (continued)

To the south, High Street terminates at North Main. On the east side of North Main sits the Farmville Town Hall, a post-modern building in brick and pre-cast concrete. A historic brick mixed-use building sits north of that, and then the Prince Edward County Court building, a Neo-Greek revival building in brick and stone, sits well off the street with a public courtyard in front. The classically-styled Farmville Baptist Church forms the north side of this courtyard, while a mid-century brick storefront and then a three-story historic mixed-use building completes the north end of the block on the east side.



While the sidewalks along the west side of North Main are generous, which helps keep the uninterrupted length of the streetscape here manageable, the sidewalks on the east side of the street are slightly narrower. This is eased by the setbacks of the public building there. This creates a more modulated streetscape, although there is still limited accommodation for public engagement. The sidewalks on both sides of the street are in generally good condition, with brick borders framing the concrete sidewalk, and a new pedestrian-friendly crosswalk with accessible curb cuts and brick paving, centered on the courthouse steps,

North Main Street, a two-way road through the middle of Farmville, has parallel parking along both sides, and has active vehicle traffic throughout most of the day. Foot traffic is more limited, as there seems to be a limited stream of pedestrians between Longwood University to the south, and the well-known Green Front furniture storefronts and warehouses to the north.

C. BUILDING SITES

These properties have very little in terms of additional site area outside of the building footprints. The front facades along North Main Street are zero-setback, coming right up to the sidewalk along with most of the adjacent buildings up and down this side of the street.

At the rear (west) side of the buildings, there is some exterior space extending approximately 30' further west. With a combination of concrete pavement and gravel, this area is sufficient for a few parking spots, and can accommodate limited service and deliveries. Access comes

III. BUILDING and SITE ASSESSMENT (continued)

via a right of way off of North Street further to the west. The adjacent properties have similar parking and service access here, and this currently exists as a purely utilitarian set of spaces belonging to the various buildings along both North Main Street and North Street.

D. BUILDING EXTERIORS

While these two buildings, from 1958, form part of the continuous and historic streetscape along North Main Street, they are considered to be “non-contributing” in terms of the historic context and character of the district. The two buildings present differently, although neither has a particularly notable character.



109 North Main Street has a brick facade in Flemish bond that is approximately 26’ wide. While the building is one story, the facade extends up nearly to the height of a two-story building. There is an opening for a simple flat storefront, however the assembly has been removed and the opening is boarded up. A simple aluminum-framed awning with blue fabric extends across the storefront opening. There are essentially no other notable characteristics to this building’s front facade.

111 North Main Street has a facade that is slightly more complex. It is approximately 24’ wide, with storefront across most of this length. The assembly includes a recessed entry. The storefront is flanked by two pieces of stone wall, which appear to be the only remaining pieces of the original Westover Hotel building that was later renamed the Continental Hotel, and which burned down in 1957. Above the storefront and stone, vertical standing-seam metal siding extends up the faced of the building. Similar to 109 North Main, while the building is only one story, the height of a facade is that of a two-story building.

III. BUILDING and SITE ASSESSMENT (continued)

At the rear of the buildings, the facade is a single concrete block wall that is continuous across both buildings. This continuous assembly is compatible with the fact that the interior party wall is shared between the two buildings. Both facades have three simple window openings and one for a door. The openings at 109 North Main are boarded up, while the windows and doors at 111 North Main are intact.

While the front and rear facades of both properties are reasonably intact, they do not present character or features particularly worthy of preservation.



E. BUILDING INTERIOR – 109 NORTH MAIN STREET

There is not much remaining to the interior of the building at 109 North Main. The footprint is approximately 2,500 square feet, but all of the interior assemblies have either been removed or are substantially degraded. Sunlight or water streams in from substantial holes in the roof, and there is standing water on the dirt and gravel surface that presumably formed the floor of the crawl space that would have been underneath the framed floor of the building, which no longer exists. The standing water likely comes from three sources: rainwater coming in from the roof, surface water from the sidewalk and rear yard, and groundwater seeping up from below.



III. BUILDING and SITE ASSESSMENT (continued)

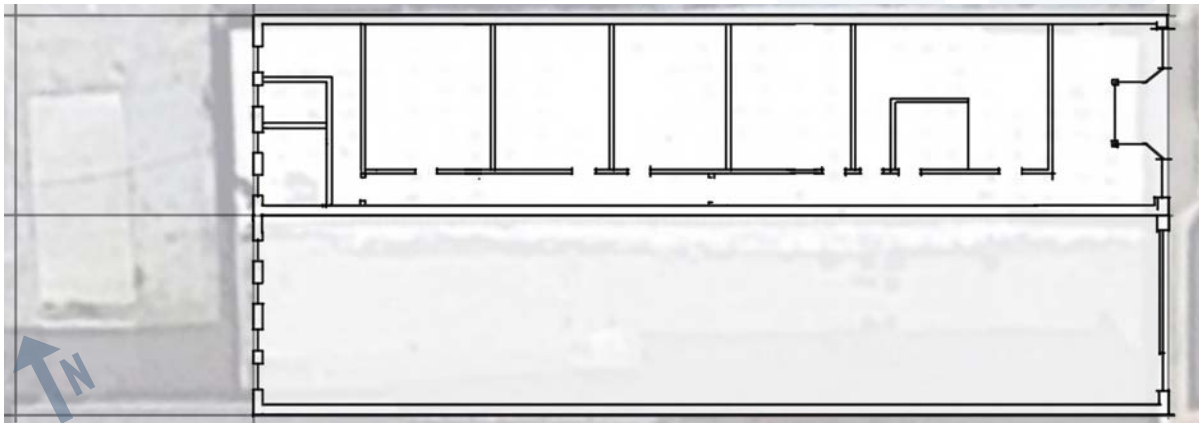
There are no interior partitions. The perimeter walls have substantial areas of plaster remaining, although the material is badly damaged. The brick is intact, although likely damaged, and additional investigation would be needed to determine the extent of damage to these walls.

There is no ceiling, although some portions of a hung ceiling grid do remain. Metal roof trusses are exposed, and while generally intact they have suffered damage from long-term exposure. The roof assembly itself is substantially degraded, with large holes in places and in disrepair elsewhere.

F. BUILDING INTERIOR – 111 NORTH MAIN STREET

The building at 111 North Main is in comparatively much better condition. The footprint is approximately 3,000 square feet, and is still occupied. It has a fairly simple office layout, although a portion of it has been adapted to a small one-bedroom apartment.

The front of the space is a small reception area, with the recessed storefront entry. A corridor stretches along the south wall of the building, from reception in front to the restrooms and service spaces at the back of the building. Off of this corridor are various spaces: receptionist station, office, file storage, conference room, and kitchenette.



III. BUILDING and SITE ASSESSMENT (continued)

Towards the rear of the building are the spaces that have been converted to a small apartment, including a bedroom and walk-in closet. There is a service door at the rear of the building.

The partitions are presumably wood framed with simple painted drywall. The floor is wood framed, with a crawl space beneath. Floor finishes include carpet, sheet vinyl, some areas of newer wood-patterned linear vinyl tile. A 2x4 dropped ceiling is at about 8' above the floor.



III. BUILDING and SITE ASSESSMENT (continued)

G. SUMMARY AND CONCLUSIONS

The two properties have taken very different paths in recent years, and the conditions of the two structures start to suggest a different approach to their futures.

109 North Main Street

Most of the building is so degraded that it would have to be replaced or substantially reconstructed. It is likely that salvaging this will prove to not be cost-effective. Certainly, shared assemblies like the party wall would have to be repaired if the other building remained.

Observations and Action Items at 109 North Main Street:

Exterior:

- No storefront or entry at front facade.
- Masonry (front and back) appears sound, but likely would require repair.
- Side walls appear generally sound, but would require repointing and other repairs. Note that the north party wall is shared with 111 North Main, and would require repair even if the remainder of 109 North Main is demolished.
- No windows or door at rear facade.
- Roof assembly is not salvageable.
- Roof structure may be salvageable, but there is visible damage to trusses and bracing. The extent of this damage would require careful evaluation.

Interior

- Standing water must be dealt with, likely with a combination of waterproofing and water removal (sump pump)
- No interior finishes are worth salvaging.
- There is no floor nor interior partition.
- NOTE: All finishes and assemblies should be tested for hazardous conditions such as asbestos, lead, and mold. A qualified contractor should be engaged for both testing and remediation if necessary. This is required for either renovation or demolition.

Systems:

- There are not intact systems. Mechanical, Electrical, and Plumbing systems are either non-existent or not salvageable.

III. BUILDING and SITE ASSESSMENT (continued)

111 North Main Street:

The building at 111 North Main is much more intact. While the interior layout and finishes are probably expendable, the building itself seems sound. This building can be re-purposed, as a one-story structure. It is likely not suitable for vertical expansion, so if a two-story or three-story structure was desired, this building would likely need to be demolished.

Observations and Action Items at 111 North Main Street:

Exterior:

- Storefront or entry at front facade likely not worth retaining.
- Masonry (front and back) appears sound, but likely would require repair.
- Side walls were not observable. Likely are generally sound, but would require repointing and other repairs.
- Door and windows at rear facade likely not worth retaining.
- Roof assembly and structure seems sound, but should be examined for age, damage, etc.

Interior

- Standing water must be dealt with, likely with a combination of waterproofing and water removal (sump pump)
- Interior materials, lighting, fixtures, etc. are generally outdated.
- Interior layout is adequate for certain uses, but likely not suitable for the redevelopment goals of this project.
- NOTE: All finishes and assemblies should be tested for hazardous conditions such as asbestos, lead, and mold. A qualified contractor should be engaged for both testing and remediation if necessary. This is required for either renovation or demolition.

Systems:

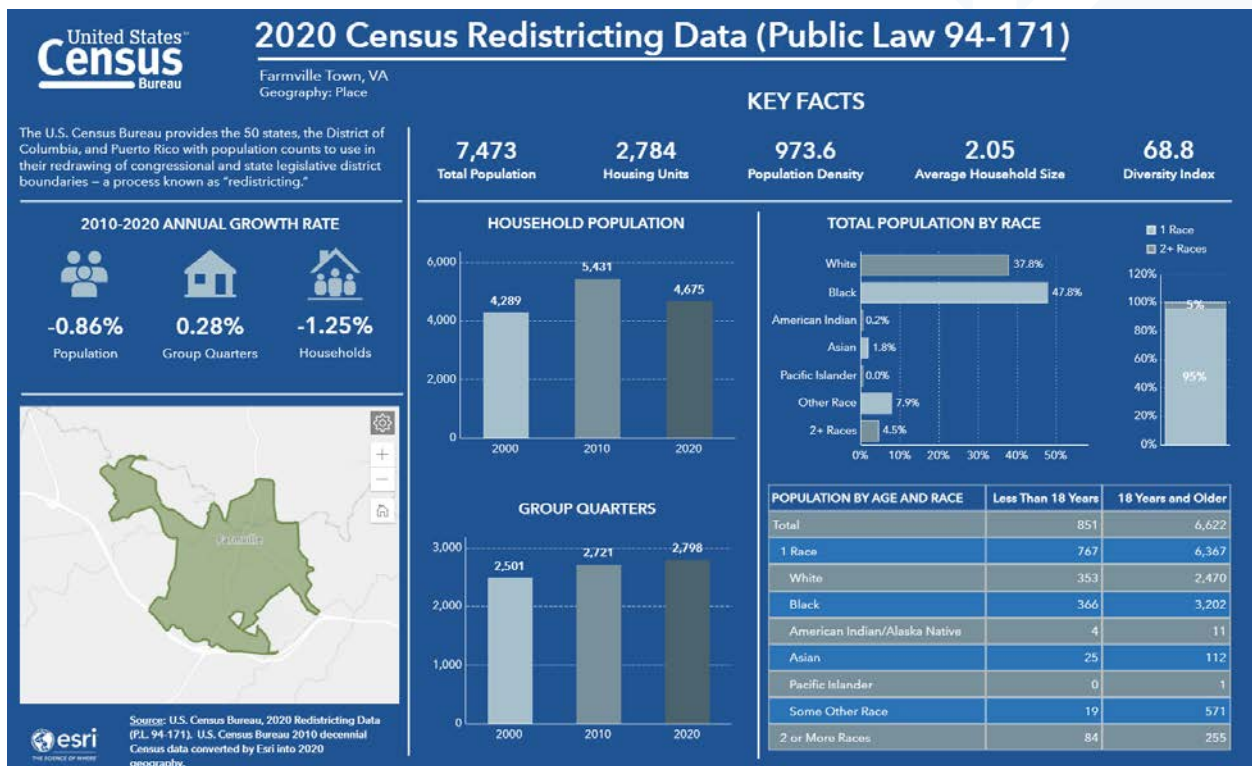
- There are existing and functional Mechanical, Electrical, and Plumbing systems.
- Mechanical: due to age and capacity, the existing HVAC system is likely not salvageable.
- Electrical: Service capacity and panel condition would need to be evaluated for suitability for redevelopment. Wiring and switching would need to be modified to suit new layout.
- Plumbing: Existing plumbing supplies and waste lines would need to be modified to suit new layout.

IV. RESEARCH AND ANALYSIS

A. DEMOGRAPHICS & MARKET STUDY

Farmville is a bustling town located in the western portion of central Virginia. Home to Longwood University, and Green Front Furniture, the local economy has strong drivers that keep the town an attractive place to live and work. Like many main streets across Virginia, Farmville’s has seen changes over time. Once the heart of the region, with many varied businesses, the main street area has had to compete with commercial growth towards the local highway, Route 460 Prince Edward Highway. Despite this, the resilient form and character of the historic buildings have continued to be the home of some cafes, restaurants, offices, and other stores with some apartments. However, there continue to be some vacancies and gaps in the goods and services in the downtown area, such is the case of the two vacant buildings that are the subject of this feasibility study, 109 and 111 Main Street.

The Town’s main street features the High Bridge Trail, a Virginia State Park, and many buildings occupied by Green Front Furniture along with several active stores on the northern end. The southern end of the street within the downtown area is primarily government buildings and offices. There are some restaurants located along the street, about two per block. With useful historic precedents, a constant influx of young students, advantageous geographic position, decent levels of household income, and other factors, the vacant buildings at 109 and 111 Main Street are seemingly good for “any use” that would take them out of vacancy. There should be demand for any number of uses, such as a retail store, or a new restaurant whether it be a breakfast, lunch, or dinner spot. With a prominent position across from the court house, there is likely reasonable foot traffic to support any new business. With no particular use emerging from ESRI Business Analyst Data, it is useful to turn to stakeholder interviews for insights.



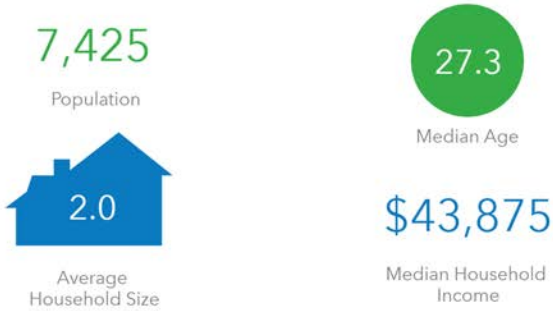
IV. RESEARCH AND ANALYSIS (CONTINUED)

B. ESRI INFOGRAPHICS

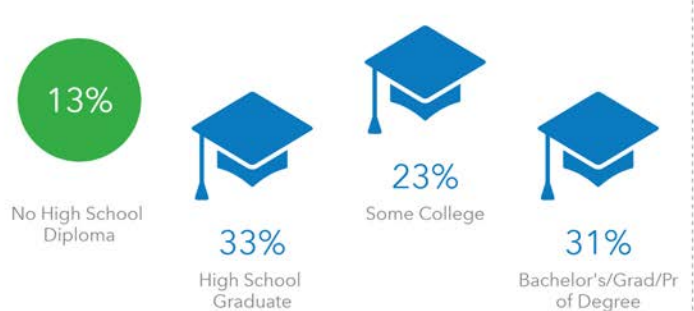
Key Facts

Farmville Town, VA
Geography: Place

KEY FACTS



EDUCATION



BUSINESS



EMPLOYMENT



INCOME



Households By Income

The largest group: \$35,000 - \$49,999 (18.9%)
The smallest group: \$150,000 - \$199,999 (2.1%)

Indicator ▲	Value	Diff
<\$15,000	11.8%	+0.4%
\$15,000 - \$24,999	14.6%	+2.8%
\$25,000 - \$34,999	10.9%	+1.6%
\$35,000 - \$49,999	18.9%	+4.3%
\$50,000 - \$74,999	12.1%	-6.2%
\$75,000 - \$99,999	14.8%	+0.9%
\$100,000 - \$149,999	12.0%	-1.0%
\$150,000 - \$199,999	2.1%	-2.6%
\$200,000+	2.8%	-0.1%

Bars show deviation from Prince Edward County

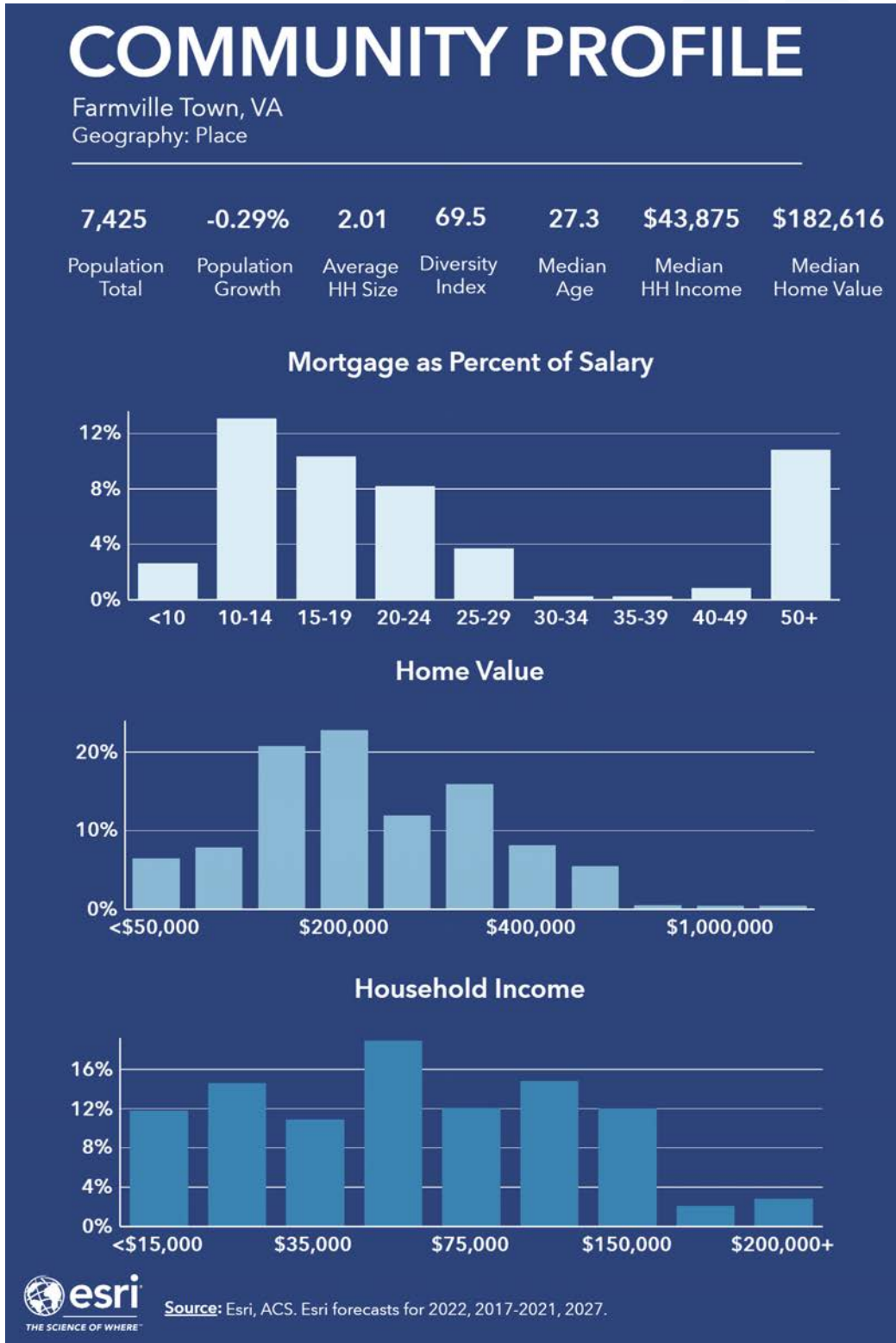
This infographic contains data provided by Esri, Esri-Data Axle. The vintage of the data is 2022, 2027.

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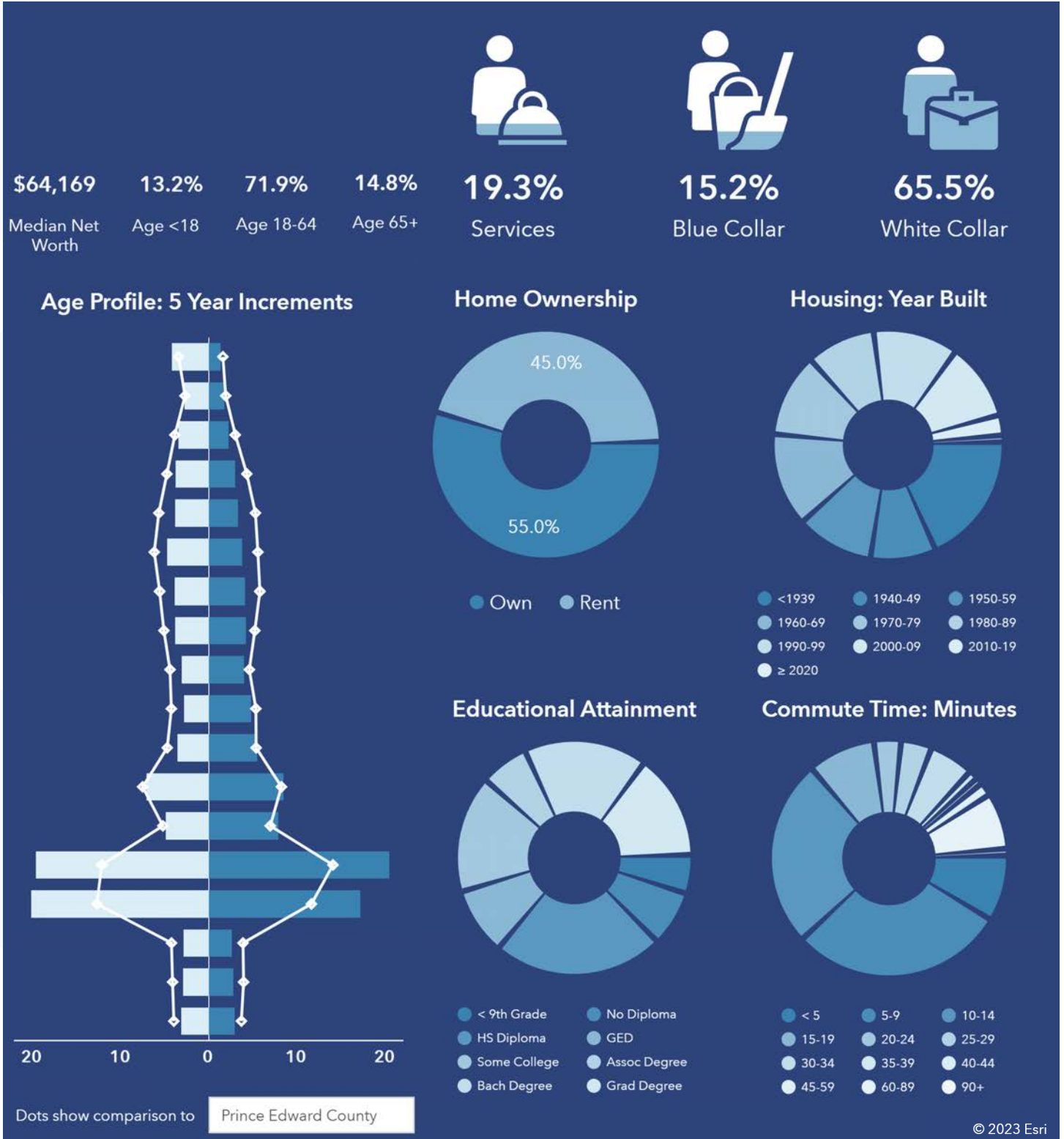
IV. RESEARCH AND ANALYSIS (CONTINUED)

B. ESRI INFOGRAPHICS (CONT.)



IV. RESEARCH AND ANALYSIS (CONTINUED)

B. ESRI INFOGRAPHICS (CONT.)



IV. RESEARCH AND ANALYSIS (CONTINUED)

C. ESRI “TAPESTRY SEGMENTS”

ESRI Business Analyst “Tapestry Segment” data provides insights on personalities, opinions, attitudes, interests, and lifestyles of a population. While these insights can never capture the true diversity of a place’s residents as individuals, they can provide a higher level understanding of who is residing in an area and what their interests might be. The three segment descriptions provided in this report are the largest percentage of households estimated to be in Farmville. This information can be useful for determining a potentially successful use for the properties, however, the particular segments present in Farmville seem to suggest that the Town is a good place to do business and that most potential uses may be able to find a niche within the local economy.

The three primary segments that we have identified are:

1. Exurbanites
2. Old and Newcomers
3. Set to Impress

For full explanation of ESRI’s Tapestry Segment data visit:

<https://doc.arcgis.com/en/esri-demographics/latest/regional-data/tapestry-segmentation.htm>

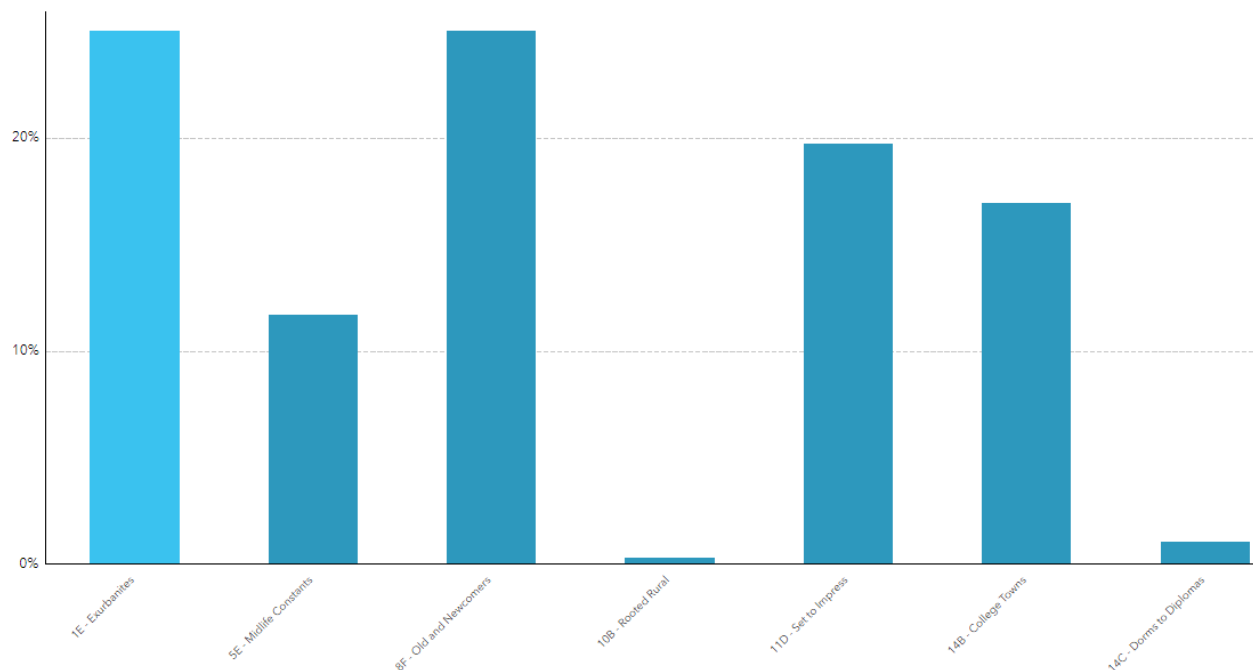
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



2,239 total households in this area

561 households in *Old and Newcomers* - 25.1%



IV. RESEARCH AND ANALYSIS (CONTINUED)

1. Exurbanites (561 or 25.1% of Farmville Households):

Who are we?

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Our Neighborhood:

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of \$423,400 (Index 204), most still carrying mortgages.
- Higher vacancy rate at 9%.

Socioeconomic Traits:

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. One in three households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 95).
- More of the residents prefer self-employment (Index 178) or working from home (Index 177).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Market Profile (Consumer preferences are estimated from data by MRI-Simmons.)

- Exurbanites residents' preferred vehicles are late model luxury cars or SUV's.
- Active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the internet to handle their money.



IV. RESEARCH AND ANALYSIS (CONTINUED)

G. ESRI “TAPESTRY SEGMENTS” (CONTINUED)

2. Old and Newcomers (561 or 25.1% of Farmville Households):

Who are we?

This market features singles’ lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US (Index 85).
- 45% of housing units are single-family dwellings; 45% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree (Index 99), 33% have some college education (Index 114), 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

Market Profile (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents have a strong sense of community. They volunteer for charities, help fund-raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen, and fast food.
- They do banking as likely in person as online.

IV. RESEARCH AND ANALYSIS (CONTINUED)

G. ESRI “TAPESTRY SEGMENTS” (CONTINUED)

3. Set to Impress (443 or 19.8% of Farmville Households):

Who are we?

Set to Impress is depicted by medium to large multi-unit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single-person non-family households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Our Neighborhood

- Apartment complexes represented by multiple multi-unit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- Mostly found in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

Socioeconomic Traits

- Residents are educated and mobile.
- Many are enrolled in college (Index 141).
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Prefer name brands, but buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Maintain close relationships with family.

Market Profile (Consumer preferences are estimated from data by MRI-Simmons.)

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the internet for social media, downloading video games and watching TV.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and zoo.

IV. RESEARCH AND ANALYSIS (CONTINUED)

G. ESRI “TAPESTRY SEGMENTS” (CONTINUED)

4. College Towns (1,173 or 17.0% of Farmville Households):

Who are we?

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. College Towns residents are all about new experiences, and they seek out variety and adventure in their lives.

Our Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low-rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

Socioeconomic Traits

- Limited incomes result in thrifty purchases.
- Dress to impress with the latest fashions of the season.
- Strong preference for environmentally friendly products and vehicles that get good gas mileage.
- Heavily influenced by celebrity endorsements and trends in magazines.
- Most feel anything that can be done online is easier than in person.

Market Profile (Consumer preferences are estimated from data by MRI-Simmons.)

- Own laptops and notebooks and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central.
- Use the internet for social media connections, blogging, paying bills, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.



IV. RESEARCH AND ANALYSIS (CONTINUED)

C. ESRI “TAPESTRY SEGMENTS” (CONTINUED)

3. Midlife Constants (486 or 11.7% of Farmville Households):

Who are we?

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.

Our Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

Socioeconomic Traits

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

Market Profile (Consumer preferences are estimated from data by MRI-Simmons.)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans’ clubs, and charitable organizations and do volunteer work and fundraising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

IV. RESEARCH AND ANALYSIS (CONTINUED)

D. MARKET RESEARCH INTERVIEWS

All stakeholder interviews were conducted utilizing the generally the same list of questions. They are summarized here for key takeaways. Although the list of stakeholders interviewed is not exhaustive, due to the brief nature of this study, the roles of the interviewees are prominent in the community and require systemic thinking about Farmville and its local economy. The list of those interviewed include:

Main St. Business Owner / President of the Farmville Downtown Partnership
Farmville Town Manager
Farmville Town Mayor
Longwood Director of Annual Giving

The general list of questions asked is as follows:

1. What are “gaps” in the local economy – what are goods or services that are missing from Town that you feel are essential?
2. What are some of the “gaps” in the local restaurant scene?
3. How long do you think the average visitor stays in Farmville?
4. How much business turnover has the Town experienced in the past 5 years, especially through COVID?
5. Do you see a higher rate of businesses opening in your “highway commercial area” vs. your downtown area?
6. How are relations between the community of Farmville and the University of Longwood (“Town-Gown”)?
7. How could the re-use of these two buildings benefit/support the Town, or your business?
8. Do you have any ideas about what these buildings could be?

While there are likely many more discoveries about the Town’s economy to be uncovered with further research, the experience of these interviewees gave a useful “snapshot” in time. What follows here is a summary of the various and wide-ranging answers that were given, and our analysis of what those comments might mean for the redevelopment of the properties at 109 and 111 South Main Street.

IV. RESEARCH AND ANALYSIS (CONTINUED)

1. What are “gaps” in the local economy – what are goods or services that are missing from Town that you feel are essential?

All interviewees noted the Town needs a grocery store. Particularly, for the two buildings at the center of the study, it was believed that a small boutique grocery or deli counter would be a great addition to the downtown economy. Another use that was mentioned was a lack of clothing stores in the area, particularly for men’s clothing. A couple of boutique stores catering mainly to college-age women have opened on main street and are very successful, but there are currently no stores with similar offerings for men. More options in general would be desirable.

2. What are some of the “gaps” in the local restaurant scene?

Farmville has a fairly strong restaurant scene. There are various options for lunch and dinner particularly, but limited options for breakfast comparatively, representing a gap that could potentially be filled. Like most places, more options would be desirable. On the weekends, the interviewees noted that the restaurants are “absolutely packed.” The responses suggested that restaurants ranging from a more upscale place to a quick deli sandwich counter would be successful. The idea for a boutique style grocery came up again, with convenient food and beverage offerings. There is currently one gelato shop in the downtown area, but further options for ice cream or coffee could potentially also work. A new coffee shop was said to have opened recently to much excitement, but the owner pursued other business opportunities and closed shortly after. However, it does not appear to be due to market saturation and the Town could potentially support more café spaces.

3. How long do you think the average visitor stays in Farmville?

Typically if a visitor comes to Town, they’re either staying for the day or overnight. With Longwood University, Green Front, Hampden-Sydney, High Bridge Trail, and other amenities, there are many reasons for the average visitor to Farmville to stay longer than a day. There have been attempts between different entities, such as Longwood and the Town, to display signs showing when games are scheduled or other events. More event planning was suggested in general to extend stays. Hotel Weyenoke’s opening and other hotels towards the highway are another huge asset for extending stays.

4. How much business turnover has the Town experienced in the past 5 years, especially through COVID?

The Town has done well through COVID, there were some closing and some openings, but there were no great fluctuations or impacts to the local economy. There is a lot of energy in the downtown area and the trend seems to be towards more growth.

IV. RESEARCH AND ANALYSIS (CONTINUED)

5. Do you see a higher rate of businesses opening in your “highway commercial area” vs. your downtown area?

It’s pretty mixed. National chains have located towards the highway. However, recently a local restaurant “Fishin’ Pig” opened and has been doing great in a highway-oriented location. Downtown is more small businesses and local entrepreneurs. The rate is generally evenly balanced.

6. How are relations between the community of Farmville and the University of Longwood (“Town-Gown”)?

They are good, there could be more open lines of communication between Longwood University and the Town. There used to be a specified liaison between the two who would go to businesses and make sure that they were aware of what events were happening on campus, as well as make sure everyone on campus knew what was happening downtown. It is unclear whether that role is still active, but it appears that they no longer visit as frequently. In the past there was Longwood “swag,” posters, fliers, or other informational and promotional material to spread the word to businesses. The businesses could adjust their hours or offer specials accordingly. Today, the new boutique stores downtown attract a lot of women from campus, but there are not many stores for male students. Students go into Town for entertainment and dining at spots like the Press Club. There is some nightlife and restaurants are busy on the weekends, but there really could just be more in general.

7. How could the re-use of these two buildings benefit/support the Town, or your business?

“Vacant buildings don’t support anybody.” The buildings at 109 and 111 Main St. have been vacant for a long time now and detract from the aesthetics and use of the downtown area. Phone calls are fielded from individuals looking for leasable space, however, the condition the two buildings are in is not appropriate for lease yet. There is a substantial amount of work that must go into either the redevelopment or renovation of these buildings in order to make them fully functional. Additionally, potential users are not necessarily seeking a space that is the full depth of the building itself. The “end of Downtown” that the buildings are in needs more attractive spaces and uses compared to the other end.

8. Do you have any ideas about what these buildings could be?

The dilapidated building could be green space, or have nice seating areas with art. A place that is fun to hang out in and has a “vibe” to it. All interviews mentioned having a space that covers a lot of different needs and is attractive to spend time in. The building being used as an office could be pop up studios or office spaces. Perhaps it could be co-working space. Apartments or new housing downtown would always help support the area and increase the development potential of the properties. If the design is “TikTok or Instagram-friendly” it could work towards getting more students to come from campus to the downtown area. Having a bakery, deli counter, or boutique groceries would be desirable. The discussed idea about shipping containers or other leasable spaces to have different people coming in and out would be a great way to offer diversity

IV. RESEARCH AND ANALYSIS (CONTINUED)

E. PREVIOUS STUDIES

In 2019, a study was conducted by Main Street America titled “Sparking the Entrepreneurship Ecosystem: Developing a Pipeline Program to Cultivate Target Entrepreneurs in Farmville, Virginia.” The central idea was that a “entrepreneurship pipeline,” or system of programming, real estate, or other activities help entrepreneurs test and get consumer feedback in their early development without the barrier of entry of fully building out a brick-and-mortar space. The study offers a program plan of three critical areas of development and opportunity that will help catalyze the creation of a pipeline. These are, the development of a pop-up programming space, a “Shark Tank” like program to cultivate small-scale producers, and third, recommendations for financing strategies. For this feasibility study, we will focus on the Pipeline Development – Pop Up Retail Program as it pertains most to the potential use of the buildings at 109 and 111 Main Street.

The study outlines the benefits of “pop-up” programming. The space can be a permanent space for “pop-up” businesses that rotate, rather than the space itself being a temporary pop-up. Pop-up shops are useful because they can span a large spectrum of potential user groups and purposes, the potential programming or space allows them to be branded and marketed together collectively. This is very useful for small businesses or first-time entrepreneurs who are still “experimenting.” Depending on how well their business is doing, they can decide whether it is time to scale up or otherwise rethink their business model. Creating a community through the pop-up programming can also share business acumen and knowledge across new entrepreneurs participating in the space.

Vacant storefronts, such as those at 109 and 111 Main Street are known to be detractors from the downtown economy. Pop-up spaces can activate vacant storefronts, but also eventually support businesses that grow out of the space and into new vacant spaces around the downtown area. As an organization, the pop-up program can grow social and financial capital that can be leveraged with potential grant funding at a later time. This would be very useful for the buildings at 109 and 111 Main Street, as further potential development might have too high of a threshold for feasibility at this time.

The buildings at 109 and 111 Main Street could serve as a potential vessel for pop-up programming that is owned and maintained by the Farmville Downtown Partnership, securing a source of revenue and furthering the growth of the local entrepreneurial ecosystem. Through the interviews we heard that many local entrepreneurs or potential businesses are searching for space, however, the deep buildings along main street are often too large of a footprint for businesses ideal build-out. By creating smaller leasable spaces out of these two buildings, there could be many different users patronizing many different businesses. The building could play host to a plant store, food options, clothing, jewelry, art studios, or other assorted uses that stimulate the local economy. Seating areas and incorporating light and art into the buildings could create the “vibe” that the community is looking for.

IV. RESEARCH AND ANALYSIS (CONTINUED)

F. CONCLUSIONS

In summary, from both the qualitative and quantitative data, we can see that there are many different opportunities for use of the 109 and 111 N Main Street buildings that may be successful. For example, a men's clothing store, plant store, food options, convenient groceries, or other uses may all be successfully integrated into the local economy if the buildings were redeveloped for the purpose. However, arranging the timing and conditions for any of these potential uses to become a reality may be initially prohibitive unless funding can be secured. However, if a strong vision for all of these potential uses being accommodated under a "pop-up business incubator" model can be communicated, there may be the possibility of grant funding to help improve Farmville's entrepreneurial ecosystem. The buildings could be ideal for that purpose.

The local economy demographically and socioeconomically supports a range of potential uses. ESRI Tapestry Segment data shows that local consumers are generally "bargain-seeking," but will spend for convenience or to support local initiatives. Additionally, interviews seemed to support that a space that could cover any of a range of uses would be better than a vacant space, but also that if the place were advertised collectively and be attractive to many users.



V. EXPLORATION OF OPTIONS

A. BUILDING OPTIONS

There are a number of different ways that these properties could be redeveloped, ranging from the most basic (renovating the existing buildings) to the most extreme (building new multi-story buildings). However, these options are informed by some important variables:

- The current state of each structure.
- The funds available for redevelopment.
- The needs and opportunities of the Farmville community.

It seems clear that in light of these issues, some of the various redevelopment options should be taken off the table. But in the interest of being thorough, the broad range of options (from most basic to most extreme) is as follows:

- a. Retain and renovate both structures.
- b. Retain 111, demolish 109 and leave as open space.
- c. Rebuild 111 (2 or 3 stories), leave 109 as open space.
- d. Retain 111, rebuild on 109 (2 or 3 stories)
- e. Rebuild on both (1, 2, or 3 stories)

The following is a brief analysis of each option in light of the critical variables noted above.

a. Retain and renovate both structures.

While at first blush this might seem like the most basic option, it is likely not a viable solution. This is because the level of decay of the building at 109 North Main is so extensive that the cost of renovating the structure would likely be excessive. And, the level of expense involved would likely not justify the resulting one-story structure that would remain once renovated.

For these reasons, it seems clear that this option should not be considered as a solution.

b. Retain 111, demolish 109 and leave as open space.

This option is attractive for a variety of reasons. It recognizes the decayed state of 109 North Main, and the difficulty in renovating that building. It also acknowledges the relatively good condition of the building at 111 North Main. While the layout and finishes of this building are likely not worth retaining, the overall building is sound. The building is ripe for renovation and re-purposing.

Leaving 109 North Main as an open space is an interesting proposition. The cost of converting this property to open space would be far less than renovating or rebuilding on the site. It also has the potential to fulfill some interesting needs of the community for dynamic and active space in the public realm.

This option seems quite promising, and will be discussed in more detail as we look into development concepts.



V. EXPLORATION OF OPTIONS (continued)

c. Rebuild 111 (2 or 3 stories), leave 109 as open space.

While this option does acknowledge the state of the 109 North Main building, and the interesting idea of a dynamic open space, it is more aggressive in that it proposes to redevelop the 111 North Main property into a larger building. Multiple stories and additional square footage would potentially make this investment worthwhile.

However, the analysis of the market and needs of the community bring into question whether that additional square footage would actually be useful. Our research suggests that there may not be sufficient need in this part of Farmville for the additional square footage resulting from building up on the 111 North Main property. It should also be noted that the increase in square footage comes with an increase in the complexity of financing, development, and management. This increased complexity reinforces the idea that a larger building at 111 North Main is not desirable.

d. Retain 111, rebuild on 109 (2 or 3 stories)

Similar to option c above, this option acknowledges that the building at 109 North Main would already need to be demolished, it proposes to redevelop that portion of the site while renovating the existing building on 111 North Main. The combination of retention and rebuilding would result in even more square footage than the previous options. Again, the needs of the community and the increased complexity suggest that the additional square footage would not actually be useful.

e. Rebuild on both (1, 2, or 3 stories)

The most aggressive option here is to demolish both buildings and redevelop the properties as one combined site. The idea of “starting fresh” has some appeal. Even at one story, the building would be more up-to-date, probably more efficiently structured, and could be tailored to a specific goal and layout. But the return on investment in a new one-story building seems likely to not justify the cost of this level of development. And, as noted in the other options, analysis does not seem to justify a larger two-story or three-story building here, with its attendant square footage and complexity.

Conclusion

When condition, cost, and need are all brought to bear on the various redevelopment options, the most likely approach is a combination of retention/renovation, and new open space:

- b. Retain 111, demolish 109 and leave as open space.

The potential for this approach has a variety of benefits. It will take two mostly inactive street facades, and turn them into active contributors to the streetscape. The building at 111 North Main can have a variety of different occupants, and the open space at 109 North Main will become a contributor to the public realm, and help to enhance the walkability of North Main and potentially neighboring North Street as well.

V. EXPLORATION OF OPTIONS (continued)

B. OPTIONS FOR USE

While in the abstract there are a wide variety of possible uses on these properties, once we clearly understand the market needs and the most likely building scenario, the list of potential uses narrows. This should not be construed as a negative limitation. There are still multiple options, and these options do not need to be set in stone as the properties are developed. Reflecting the development scenario that renovates 111 North Main, and converts 109 North Main into open space, the following uses seem viable:

- Traditional retail (from clothing to groceries, books to souvenirs)
- “Retail Incubators” for small scale and/or seasonal retail
- Restaurant, Cafe, Bar, etc.
- Food Hall
- Professional services/office
- Business development or leasable co-working
- Residential apartments

But, along with the previous information that has been brought to bear on this process, there is now a new parameter to consider: budget and funding sources. Including certain uses in the development of these properties can make the project eligible for different types of grant funding. In particular, the Mixed Use on Main Street (MUMS) program requires a combination of residential and other office or retail uses.

Because of the potential benefits of the MUMS program, it seems that the redevelopment should include some residential occupancy. However, simply converting 111 North Main to residential units does not seem to fulfill the needs of this neighborhood of Farmville, and seems too limited. It would also not fulfill the “mixed-use” requirements of the grant.

The question then is what kind of use should be mixed with the residential component? The research and interviews suggest that there does not seem to be a need for additional traditional office space in the area. On the other hand, there is an expressed need for restaurant space and for small-scale opportunities where local entrepreneurs could explore their business ventures. Along with the new open space on the properties, this starts to open up some interesting possibilities for restaurant paired with incubator style retail spaces that would be a place for both economic opportunity and public engagement.

A New Farmville Main Street Venue

In the following section, we will explore concepts for a combined restaurant space, outdoor patio, and retail venue in association with a portion of residential on the site. This will revolve around the idea of flexibility and adaptability.



VI. REDEVELOPMENT STUDIES

A. DESCRIPTION OF CONCEPTS

All of the previous assessments, research & analysis, and exploration converges onto one overarching concept for the redevelopment of the properties at 109 and 111 North Main Street in Farmville. But this should not be understood as leading to one and only one possible outcome. While we are presenting a particular layout and division of indoor and outdoor space, the project could be developed in phases, and it can also be adaptable.

A New Farmville Main Street Venue

This concept includes the possibility for a variety of uses over time, and a variety of occupants at any given time. It could include storefront for local craftspeople, a market for local food products, a point of sale for a coffee bar, wine bar, or distillery. It could also be a business center for people in the community who are working remotely or out of a home office, who need a professional place to work, meet, or deal with printing and shipping.

Of course, with the MUMS grant in mind, it will have a permanent residential component that would be leasable as a “care-taker” apartment or simply an unassociated rental unit in the community. This, along with the open space on the 109 North Main property, would form the constants within the development. They would be modifiable, but would be permanent fixtures on the properties.

The open space at 109 North Main Street would be developed into a combination of a restaurant patio and a sort of alley or mews. This kind of space has a long history in communities across Virginia and the southeast generally. While privately owned, it would behave as a publicly accessible space, with its own activities but also expanding the pedestrian nature of the block.

The building at 111 North Main would contain one apartment, accessible from the west (rear) of the building. The remainder of the building would house a leasable space, in the initial development configured as a full-service restaurant. It should be open, light, and welcoming, but efficient and durable for long-term and intense use.

Activating the open space along with the renovated building there would be the potential for small-scale “incubator” structures, that would create a dynamic and exciting combination of activities and occupants. These could be seasonal and temporary or fully permanent. They could be varied or uniform, modular or custom built. There is exciting potential in these types of structures, and they fit both the scale of the project and the needs of the local market.

The basic form and layout of the open space, residence, incubator, and work center uses is proposed here. Precedents for these different occupancies will help us understand their scale and potential character, and programming adjacencies will clarify the interaction between different activities and spaces. Finally, we will look at test-fit layouts, and review them in light of potential development costs and pro-forma.

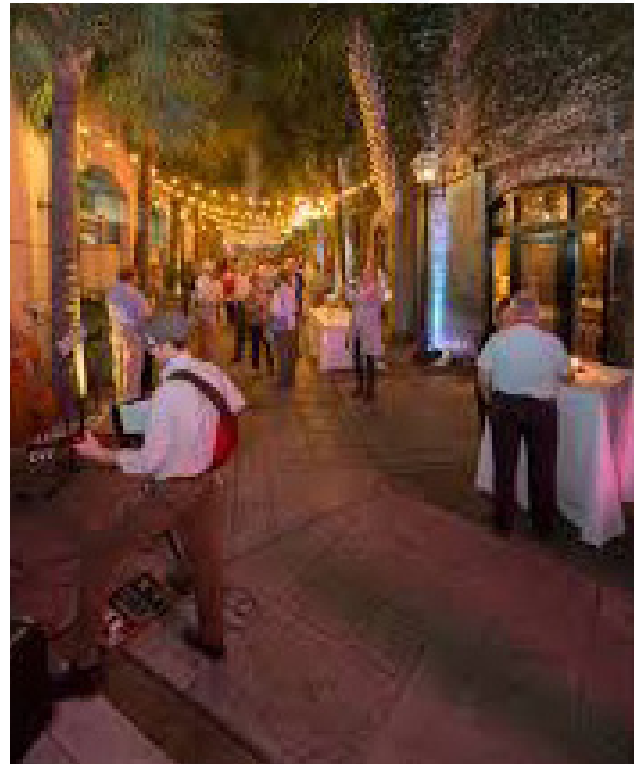
VI. REDEVELOPMENT STUDIES (continued)

B. PRECEDENTS: ALLEY/MEWS



VI. REDEVELOPMENT STUDIES (continued)

B. PRECEDENTS: ALLEY/MEWS



VI. REDEVELOPMENT STUDIES (continued)

B. PRECEDENTS: RETAIL INCUBATOR SPACES



VI. REDEVELOPMENT STUDIES (continued)

B. PRECEDENTS: BUSINESS CENTER



VI. REDEVELOPMENT STUDIES (continued)

B. PRECEDENTS: CO-WORKING



VI. REDEVELOPMENT STUDIES (continued)

C. INITIAL PROGRAMMING STUDIES

We have described the potential variations that are available even within the general concept of developing the Farmville Pop Up Development Center in the manner of a renovated building at 111 North Main, and an active open space at 109 North Main. Within this general approach, balances must be struck between residential and non-residential, retail and office, public and private, open space and structure. Different balances will have different advantages, and through further discussion and analysis a final set of relationship and proportions can be achieved.

In general, we investigated four different approaches. Since there are several “constants” - the residential, the alley/mews, and the general scale of the incubator retail spaces, the approaches are defined by how the main area of the 111 North Main building is occupied, and nature of the incubator spaces. We looked preliminarily at the following:

1. **Cafe + Business Center**
2. **Business Development Center**
3. **Cafe with Work Space**
4. **Pop-Up Retail Center**

It became clear that these distinction are not necessarily stark. They all have similarities, and the difference really does lie in the balance. It should also be noted that the differences are not permanent. The project could be developed with a focus on a business center, and over time could transition to more dedicated retail. Alternately, some of the commercial space could be converted to residential, if there was demand.

What follows here are programming studies, in the form of “adjacency diagrams” and preliminary layouts. While these diagrams are overlaid on the existing building footprint for context, and they do start to refer to the relative scale of some of the elements, they are not “to scale”. Their primary purpose is to describe both the mix of spaces and there relationships to one another. Things like entrances off of streets, major and minor connections between various uses, and the general distinction of public and private are the focus of these diagrams.

Review and refinement of these diagrams will lead to a better understanding of the project, and to better test-fits, which are more accurate descriptions of the proposed layout of the project.

VI. REDEVELOPMENT STUDIES (continued)

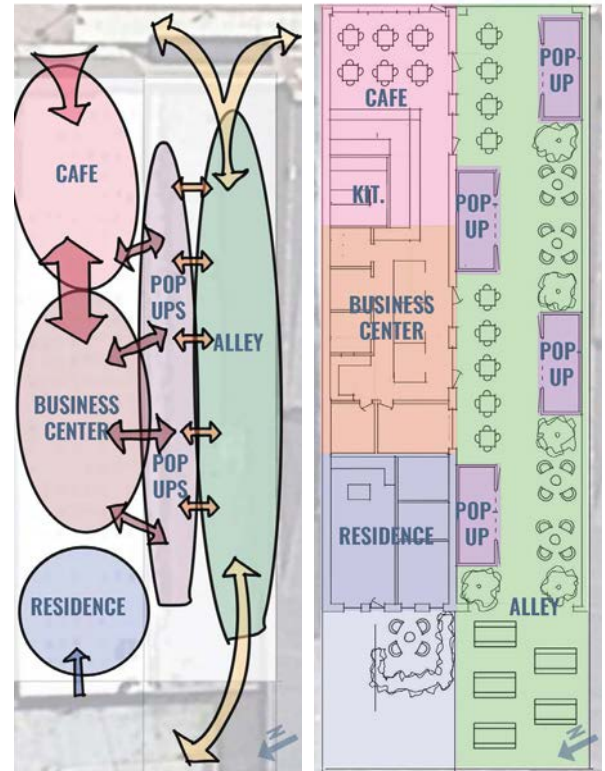
1. Cafe + Business Center

This version struck a balance between a cafe space with an entry off of North Main Street, and a more formal Business Center in the middle of the building.

The cafe would fulfill the informal needs of remote workers looking for a simple place to spend and afternoon, find good internet connectivity, and enjoy the activity of a public space. For more serious workers, the Business Center would have small leasable offices, a meeting room, and a printing/shipping station.

The pop-up spaces in this version are self-contained, although there is the potential for someone to have space in both the business center and a pop up space. The alley is also usable space for pop-ups and their customers or a place for table vending.

The residential unit is accessible from the west, allowing some privacy and separation from the public activity in the alley.

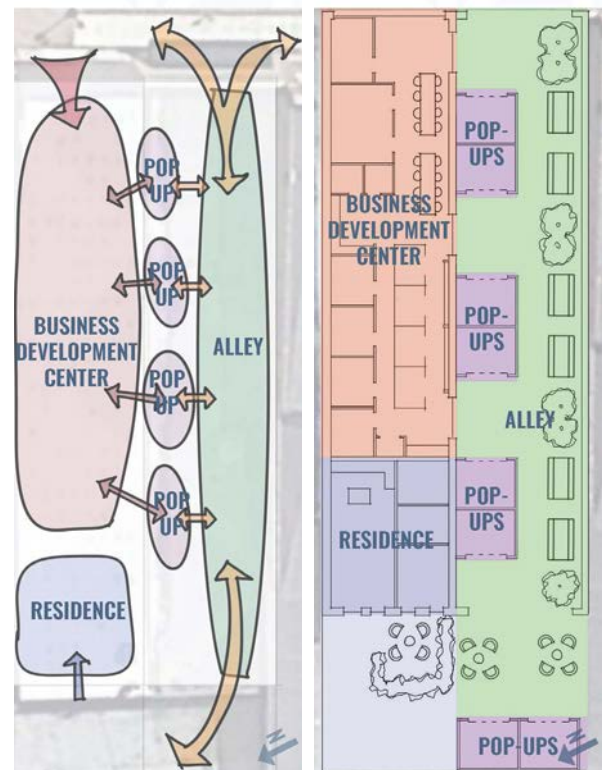


2. Business Development Center

This version relied on a more formal Business Development Center as the basis for the development. It would not have the public retail behavior of a coffee shop. It would include more co-working, private leasable offices space, meeting and collaboration areas, printing/shipping, and tech support, and users would pay on a short-term or long-term basis for use of the space.

The development would still support pop-ups along the muse, but the relationship with the business development center would be different. Because of this, the pop-ups themselves might be more informal.

The alley would still be an active and dynamic space, and the residence has its secluded access from the rear of the building.

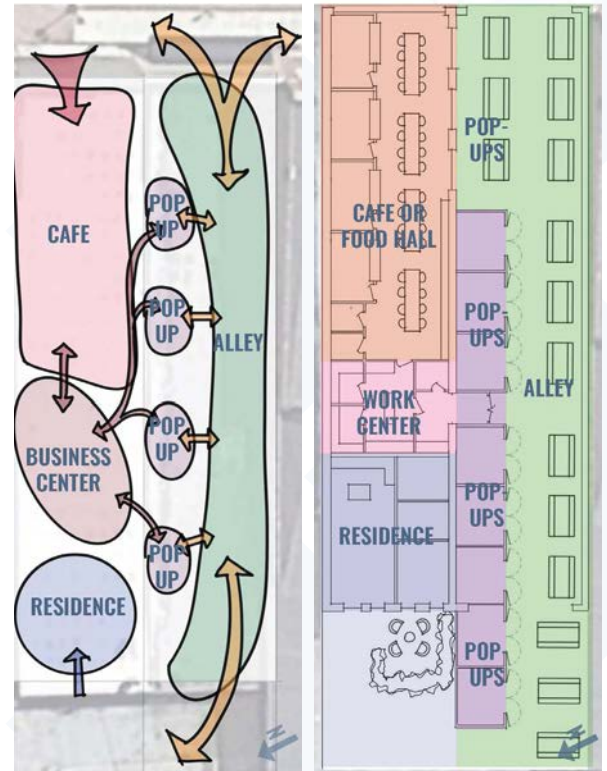


VI. REDEVELOPMENT STUDIES (continued)

3. Cafe with Work Space

Moving in the other direction, this version put the priority on a larger cafe space. The cafe would have the public retail activity of a coffee shop, while providing even more informal remote-work opportunity than the previous two versions.

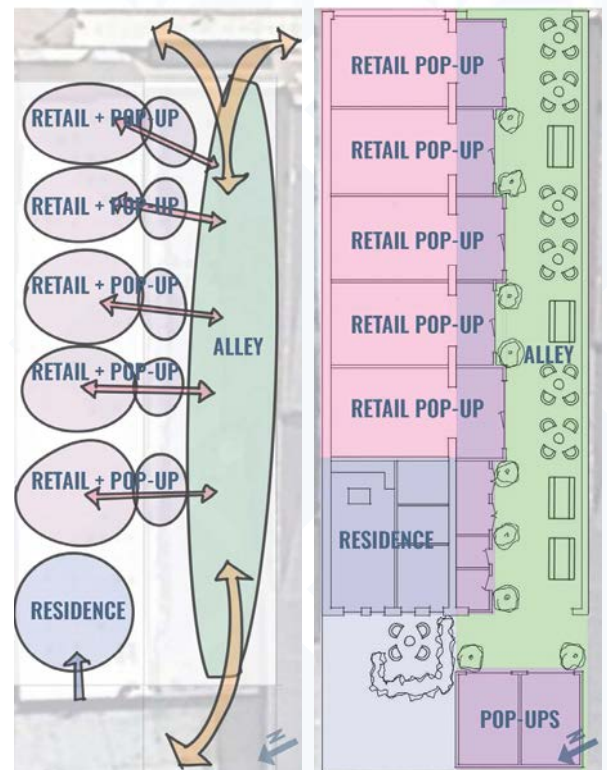
A smaller work space/business center would have a more limited set of services: possibly only printing and shipping, a rentable meeting room, and short term private office areas. Alternately, the work space could be more dedicated to serving the back-of-house needs of the pop-ups at the alley. Storage and small work areas would be useful support spaces.



4. Pop-Up Retail Center

This version focused on the incubators and retail potential of the site. Rather than allocating any large part of the building to cafe or business center use, the layout commits all of the non-residential space to the retail needs of the pop-ups. In this configuration, the retail spaces are entered off of the alley, and would connect directly to a larger space subdivided in the main building.

This was an option for a development model from the beginning, or it could represent a later evolution of the development, reflecting the possibility of successful retail entities wanting to take over additional space in the building over time.



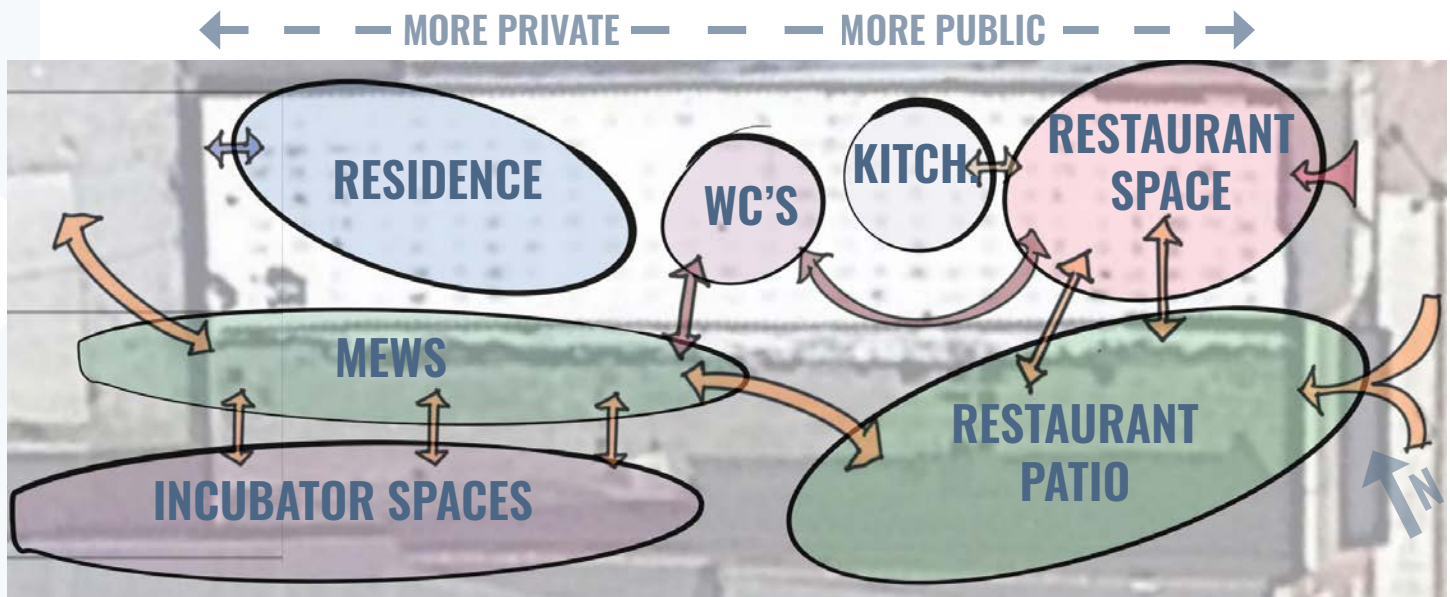
VII. REDEVELOPMENT CONCEPT

A. THE CONCEPT DESIGN

Through the various studies of the buildings, potential uses, adjacencies and layouts, what ultimately seems clear is that the final concept should rely on simplicity. It's important to identify primary uses for the project. But this does not mean that the buildings cannot adapt over time, and of course budget constraints demand a careful solution to the complex goals.

Another thing that also became clear was that engaging incubator spaces with the building at 111 North Main would limit the ability to flow in between the building and the alley, and would not take full advantage of the light and openness that the alley could offer.

The adjacency diagram below shows a clear and simple delineation of public and private spaces, with connections between uses where they are needed. From the public entrance to 111 North Main at the east, it becomes progressively more private and service oriented, with the residence to the west being fully separate from the other spaces in the building. It also demonstrates clear flow north-south, between the building, the alley, and the incubator spaces. It's important to recognize that these adjacencies depend on the recombination of the two properties into one entity, in order to avoid ownership and lot-line conflicts that would arise if the two properties remained legally separated.



Another thing revealed in the earlier studies is that having individual incubator units limits the long-term flexibility, and also increases construction complexity and cost. The diagram above shows the incubator spaces as a single contiguous structure opening onto the alley, rather than stand-alone sheds.

The overall clarity of the layout and simplicity of construction will allow the Farmville Downtown Partnership to focus more of their resources on occupied and revenue-generating spaces, and less on building envelope and finishes.

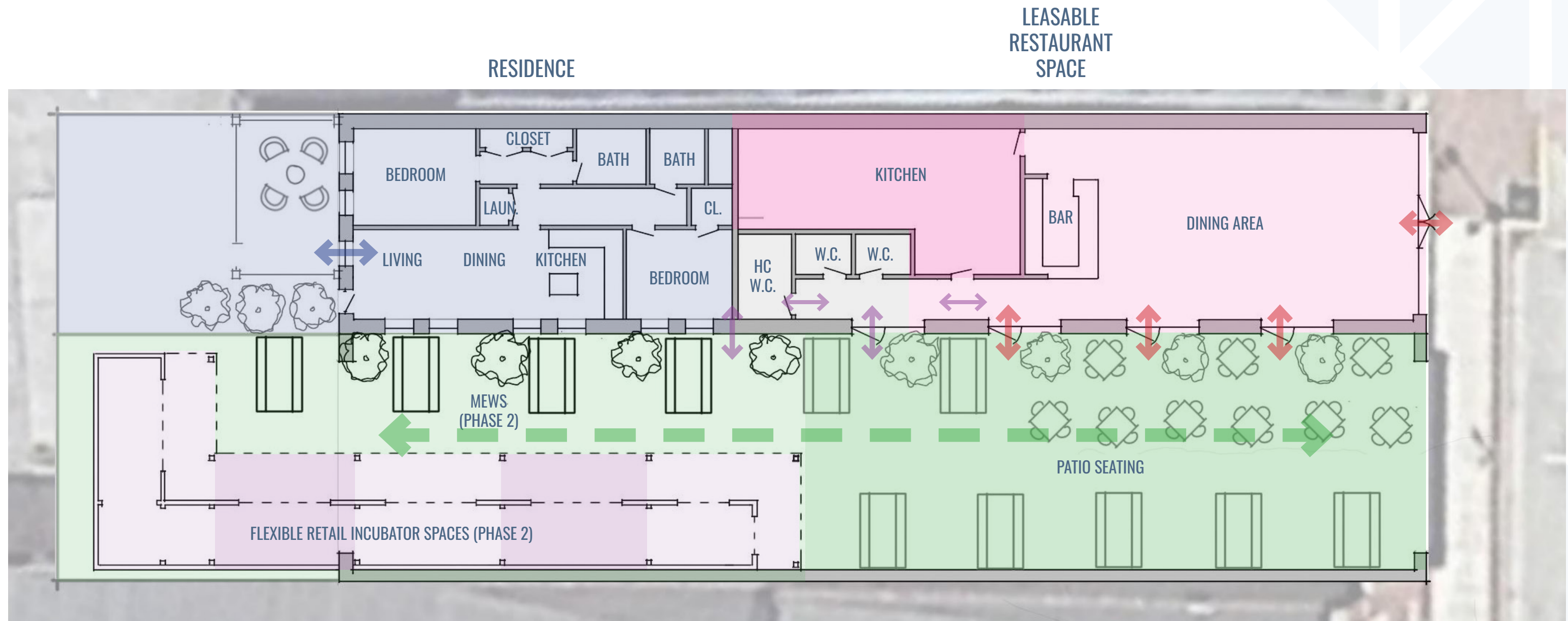


VII. REDEVELOPMENT CONCEPT (continued)

FLOOR PLAN:

- Approximately 2/3 of 111 North Main is allocated as a leasable restaurant space, the remaining 1/3 is a private residence.
- Restrooms are considered part of the restaurant space.
- Kitchen is dedicated to the restaurant tenant, and is sized for a full-service restaurant. There is some flexibility in this, and final size may depend on the needs of the initial tenant.
- Residence is a 2- bedroom unit. Windows on the alley side could be higher clerestories in order to maintain privacy i living spaces and bedroom.

- Approximately 1/2 of the 109 building footprint is dedicated to outdoor restaurant seating.
- The remaining footprint and rear yard is dedicated to the “Shed Row” and its outdoor space.
- Shed Row structure would be a continuous structure. The base module is 8’x 16’, interior space, with 4’x8” of outdoor area under the roof overhang.
- Over time the Shed Row could be modified with internal partitions so that tenants could have larger or smaller spaces.



FLOOR PLAN

Scale: 3/16"=1'-0"

REDEVELOPMENT CONCEPT: THE SHED ROW

EAST ELEVATION AT NORTH MAIN STREET

While there are a variety of options for treatments of the existing facades at 109 and 111 North Main Street, the context of the streetscape, along with the scope of the project itself, suggests that simplicity is likely the best approach.

109 North Main: As noted in the Building Assessment, the facade of this building does not have particular historic significance or architectural character. As the roof and other parts of the structure are dismantled, it would prove difficult to retain the high brick wall of this facade. Also, the scale of that wall would create a visual barrier between the street and the alley, which is not ideal. The upper portion of the facade could be removed, leaving flanking piers at the entry to the alley. This would provide a structure for banner signage or lighting, and be a welcoming feature along the street.

111 North Main: As with 109, the facade at 111 is generally unremarkable. But its simplicity lends itself as a backdrop for the alley and the interior, where all the action is. “Main Street” signage, and a simple awning (perhaps in the signature colors of the Farmville Downtown Partnership) mark a new storefront entry, with clear views of the activity inside.

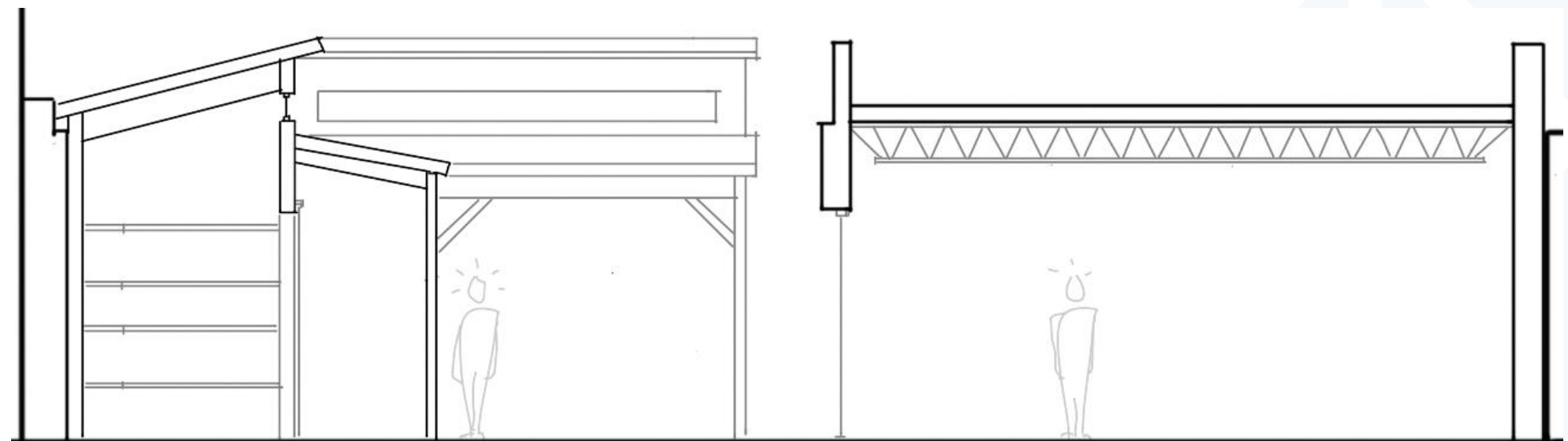


EAST ELEVATION AT NORTH MAIN STREET

Scale: 3/16"=1'-0"

ALLEY AND BUILDING SECTION

As with the facades, the key here is simplicity. The restaurant is clean and open, with some landscape trees for interest but otherwise a clear space for seating and socializing. The Shed Row is a simple structure: wood framed, with painted wood or other durable finishes. At 111 North Main, the structure could be exposed in the main leasing space for extra height and an airier feel. At the back-of-house spaces an acoustical tile ceiling keeps things clean and easy to maintain. At the residence painted drywall ceilings will create a clean and inviting environment.



SECTION AT ALLEY (LOOKING WEST)

Scale: 3/16"=1'-0"

REDEVELOPMENT CONCEPT: THE SHED ROW

ELEVATIONS AT THE ALLEY



ALLEY ELEVATION LOOKING SOUTH

Scale: 3/32"=1'-0"

While the Shed Row is by its nature modular and repetitive, the tenants will imbue character into their spaces through their personal wares and products and signage. It is also possible to use color to differentiate distinct bays. These could be subtle shades or vibrant colors, making the alley a unique and inviting space.



ALLEY ELEVATION LOOKING NORTH

Scale: 3/32"=1'-0"

The existing brick walls of the building at 111 North Main will need to be cleaned and re-pointed, but will have a historic character that will serve as a backdrop to the activities both inside and outside the building. New openings provide transparency and flow, while high windows at the far west end provide light into the residence while still maintaining privacy.



VI. REDEVELOPMENT CONCEPT (continued)

FULL BUILD-OUT PRO FORMA B. COST OF WORK BUDGET AND PRO FORMA

All of the analysis and design associated with this project must also work in relation to the construction budget and pro forma for the final result. The properties must be able to generate revenue in order to be sustainable for the Farmville Downtown Partnership and for the community in general.

The first step in this analysis is to establish a development budget that reflects the goals of the project and the decisions that have been made along the way. Having concluded that the best course of action is to demolish most of the building at 109 North Main, and fully renovate the building at 111 North Main, we then turn to determining the nature of the spaces both inside and outside these buildings. In the end, the priorities of flexibility and simplicity help to define the overall costs, and we can make assumptions about level of finish and the types of equipment and fixtures involved.

At 111 North Main, the spaces are simple. Most spaces will have painted wall board, with some areas of exposed structure or acoustical tile ceiling. The main leasable restaurant space would be developed as a “warm white shell”, with finished walls and ceilings but leaving most of the scope up to tenant fit-out. Floors throughout would be mostly simple but durable tile. The residence would be similarly simple, potentially with wood floors.

At 109 North Main, the patio and mews could be paved with simple materials and landscape trees. The sheds can come as pre-fabricated modules or constructed on site with simple slab on grade, wood framing, and painted wall board and wood.

Cost of Work

		area	unit cost	cost	
111 North Main	Demolition	2,797 sf	\$5/sf	\$13,983	
	Dining Room	982 sf	\$125/sf	\$122,750	
	Restrooms	132 sf	\$500/sf	\$66,000	
	Kitchen	394 sf	\$200/sf	\$78,800	
	2-BR Residence	892 sf	\$175/sf	\$156,100	
	Back Yard	728 sf	\$25/sf	\$18,200	
109 North Main	Demo & Site Prep	3,213 sf	\$20/sf	\$64,260	
	Restaurant Patio	1,745sf	\$55/sf	\$95,975	
	Shed Structures	1,056 sf	\$80/sf	\$84,480	
	Mews	1,158 sf	\$55/sf	\$63,690	
			Hard Cost	Subtotal:	\$764,238
			Property Acquisition	111 & 109	\$339,000
			Arch. & Engineer Design Fees	~8%	\$61,139
			Contractor Overhead & Profit	15%	\$114,636
			Total Project Cost		\$1,279,012

VI. REDEVELOPMENT CONCEPT (continued)

C. PRO FORMA

FULL BUILD-OUT

Based on the proposed designs for the renovated structures at 109 and 111 N Main St, as well as standard commercial and residential rents in Farmville, operational pro forma were developed around monthly rents of \$4,000 and \$1,400 for the restaurant space and 2-bedroom residence, respectively. Several variables were manipulated in producing an operational pro forma for the space, including payback periods for loans and phasing of the project.

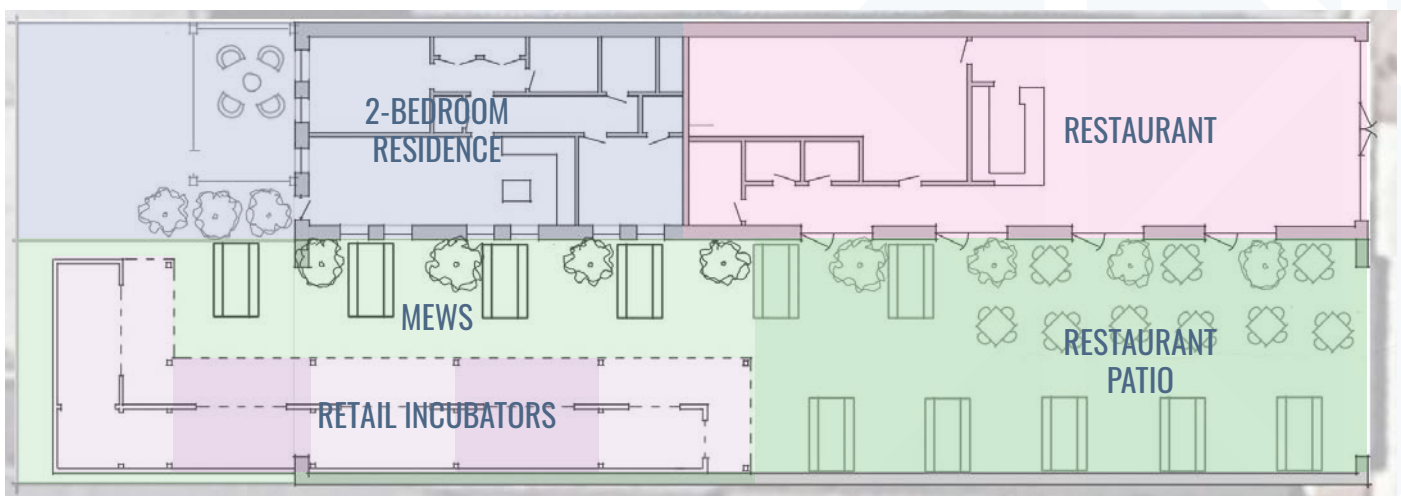
Full Build-Out, 20-Year Loan

While grant funding can go a long way in mitigating the estimated ~\$1.3 million total cost of the project, a full build out, which includes small incubator spaces for local entrepreneurs, would require ~\$780,000 in financing (based on potential grant funding of \$500,000). With an APR of 5% and a loan period of 20 years, this would require a monthly payment of slightly over \$5,000. Additional costs, including maintenance, taxes, and utilities are estimated to be \$875, bringing total monthly costs to about \$6,000.

Monthly rent restaurant space (\$4,000), the 2-bedroom residence (\$1,400), and incubator spaces (\$380 for each of the 5 “sheds,” or \$1,900 total) produces a projected monthly gross revenue of \$7,300. This would provide a monthly net revenue of about \$1,300 to cover any additional expenses, help fund additional projects, or pay down the principal of the loan.

Full Build-Out, 15-Year Loan

There is the possibility to pursue a shorter payback period on a loan to help reduce the amount of interest paid on the loan. With an APR of 5% and a loan period of 15 years, the monthly payment on the loan would be slightly over \$6,000. Additional costs bring the total projected monthly cost to roughly \$7,000. Assuming the same monthly revenue of \$7,300, the project would yield an estimated \$300 in monthly net revenue. While still financially feasible, the shorter payback period for the loan significantly reduces the “emergency fund” for the project



VI. REDEVELOPMENT CONCEPT (continued)

FULL BUILD-OUT PRO FORMA

Cost of Work and Financing

111 North Main Cost of Work	\$455,833
109 North Main Demo & Patio	\$160,235
109 North Main Sheds & Mews	\$148,170
Combined Demo/Reno	\$764,238
Aquisition Cost	\$339,000
A&E Fees (8%)	\$61,139
Contractor OH & P (15%)	\$114,636
All-in Cost	\$1,279,015
Grant Amount	\$500,000
Financed Amount	\$779,015
Fixed Interest Rate (APR)	5.00%
Payback Period	15 Years
Monthly Payment	\$6,160.40

Other Operating Costs

Maintenance	\$3,456	\$1/sf	
Real Estate Tax	\$994	\$0.13 per \$100	Assessed Value: \$764,240
Utilities	\$6,054.91	\$0.12/kWh	Avg. kWh/sf: 14.6
Annual Operating Costs	\$10,504		
Monthly Operating Costs	\$875.37		
Month Finance Payment	\$6,160.40		
Total Monthly Costs	\$7,035.77		Note: Does not account for inflation

Monthly Income

	Rent	Rate	
Restaurant Space	\$4,003.60	\$2.30/sf Restaurant	\$1/sf Patio
Retail Incubator Sheds	\$1,900.80	\$1.80/sf	
2-Bedroom Residence	\$1,400.44	\$1.57/sf	
Total Monthly Income	\$7,304.84		

VI. REDEVELOPMENT CONCEPT (continued)

PHASED BUILD-OUT

A lower cost alternative to the project is implementing it in two phases. The first phase includes a complete renovation of the building at 111 N Main St, demolition of the building at 109 N Main St, and the development of an attractive patio and green space on the 111 N Main St property. The first phase would cost roughly \$1.1 million for demolition and renovation. If \$500,000 of the project cost is funded through grants, about \$600,000 of project costs will be financed with loans.

Phased Build-Out, 20-Year Loan

A 20-year loan with a 5% APR would bring the monthly payment to roughly \$4,600. Adding other projected costs brings the total monthly cost to about \$5,300. Rent from the restaurant space and the 2-bedroom apartment would bring in \$5,400 in gross revenue, with net revenue of about \$900 per month.

Phased Build-Out, 15-Year Loan

A 15-year loan with a 5% APR is technically feasible for the first phase of the project; however, it is not advisable. This loan would have a monthly payment of roughly \$4,700, bringing total monthly costs to about \$5,300. Rent from the restaurant space and the 2-bedroom apartment would bring in \$5,400 in gross revenue, with net revenue of about \$100 per month.

Findings

From this analysis, it is clear that a full build-out of the site would result in the most economically feasible project. This is largely due to the fact that the building at 109 N Main St would need to be demolished regardless of the future use of the property. Constructing incubator spaces (or installing prefabricated structures) represents a relatively small portion of total costs – roughly \$180,000, while these spaces have the potential to bring in \$1,900 in monthly revenue. Phase 2 of the project can be completed relatively quickly, especially if prefabricated structures are used for the incubator spaces, and it should be pursued as soon as possible to help ensure the long-term financial feasibility of the project.



VI. REDEVELOPMENT CONCEPT (continued)

PHASE 1 PRO FORMA - NO RETAIL INCUBATORS

Cost of Work and Financing

111 North Main Cost of Work	\$455,833
109 North Main Demo & Patio	\$160,235
109 North Main Sheds & Mews	\$0
Combined Demo/Reno	\$616,070
Aquisition Cost	\$339,000
A&E Fees (8%)	\$49,286
Contractor OH & P (15%)	\$92,411
All-in Cost	\$1,096,766
Grant Amount	\$500,000
Financed Amount	\$596,766
Fixed Interest Rate (APR)	5.00%
Payback Period	20 Years
Monthly Payment	\$3,938.39

Other Operating Costs

Maintenance	\$2,400	\$1/sf	
Real Estate Tax	\$801	\$0.13 per \$100	Assessed Value: \$764,240
Utilities	\$4,204.80	\$0.12/kWh	Avg. kWh/sf: 14.6
Annual Operating Costs	\$7,406		
Monthly Operating Costs	\$617.14		
Month Finance Payment	\$3,938.39		
Total Monthly Costs	\$4,555.53		Note: Does not account for inflation

Monthly Income

	Rent	Rate	
Restaurant Space	\$4,003.60	\$2.30/sf Restaurant	\$1/sf Patio
Retail Incubator Sheds	\$0		
2-Bedroom Residence	\$1,400.44	\$1.57/sf	
Total Monthly Income	\$5,404.04		

VI. REDEVELOPMENT CONCEPT (continued)

D. FUNDING OPTIONS

As part of the feasibility study for 109 & 111 N Main St for the Farmville Downtown Partnership, Summit Design and Engineering has compiled this memo. Below is a list of relevant funding opportunities that we believe may be helpful in revitalizing the lots and strengthening Downtown Farmville overall.

Industrial Revitalization Fund

The Industrial Revitalization Fund (IRF) is designed to help localities leverage local and private resources to achieve market-driven redevelopment of industrial structures, catalyzing long-term employment opportunities and ongoing physical and economic revitalization. In addition to IRF funding allocated by the General Assembly, there is \$22.5 million for FY24 through American Rescue Plan Act (ARPA) funding. The maximum award for projects funded through General IRF funds is \$1 million; the maximum award for projects funded through the ARPA allocation is \$5 million. IRF funding requires a 1:1 match.

The local government may apply directly for funding to use on publicly owned property or on behalf of a for-profit or non-profit entity for privately owned property. Localities may designate a redevelopment authority or another similar organization for project administration and implementation. DHCD will issue an IRF grant if the property is publicly owned, the property is privately owned with an option for purchase by the local government, or the property is owned by a not-for-profit, tax-exempt entity. DHCD will issue an IRF grant/loan if the property is owned by a private, for-profit entity, and the end-use will be owned by a private, for-profit business. IRF grant/loans may be funded as grants to the applicant local government or redevelopment authority, who will in turn make a loan to the private, for-profit entity.

The IRF fund can be used for a variety of redevelopment activities, including acquisition, rehabilitation, or repair of structures. Demolition and removal of blighted structures is also eligible for IRF funding. Funding may not be used solely for acquisition or demolition unless the locality has committed other redevelopment funds for the property. The IRF program is targeted toward vacant and deteriorated properties. Projects may include multiple adjacent and/or adjoining properties. The intent of the IRF program is to fund shovel-ready projects that can spark private investment and job creation. DHCD funding priorities are listed below.

1. Clear relationship to a local or regional economic development strategy
2. High degree of blight and deterioration to be addressed.
3. Project readiness.
4. Project with clear end use.
5. End use will have a clear and significant community economic impact.
6. High Economic Distress in project locality.
7. Other considerations.

Mixed Use on Main Street (MUMS) Grant

In November 2022, the Virginia Department of Housing and Community Development (DHCD) announced that \$2.5 million of grant funding would be available in Fiscal Year 2023 to “support the activation of vacant or underutilized downtown spaces to create opportunities for commercial development and housing units in state designated Main Street districts” through the Mixed Use on Main Street (MUMS) grant program. The MUMS grant is designed to provide resources to achieve market-driven redevelopment of structures that will support long-term employment opportunities and help spur economic revitalization of the downtown area as a whole.

The MUMS grant is jointly administered through the Industrial Revitalization Fund (IRF) and the Virginia Main Street (VMS) programs. Awards of up to \$500,000 are available through MUMS, and the program has \$2.5 million in total funding through the American Rescue Plan Act (ARPA). Regardless of the original use of the structures, any MUMS-funded project must include the creation or renovation of housing units. No match is required for MUMS; however, it may be advantageous in demonstrating community support for a project in an application. A not-for-profit, tax-exempt entity, such as the Farmville Downtown Partnership is eligible to receive a MUMS grant, though loans are also available through the MUMS program. MUMS funding may be used for a wide variety of redevelopment/revitalization activities, including acquisition, rehabilitation, demolition, or repair. The funds may not be used solely for the acquisition of property.

Economic Development & Entrepreneurship Fund

Community Development Block Grant (CDBG) funding can be utilized to support thoughtful, innovative economic development activities in Downtown Farmville. Activities supported by this program include “small-scale manufacturing, job creation, and unique business plans.” Projects that will have a significant regional impact are eligible for up to \$1.25 million in CDBG assistance through the Economic Development & Entrepreneurship Fund. Job creation must be clearly documented, and CDBG participation will be limited to \$35,000 per job created.

This fund covers a wide array of activities, but one example that may be applicable to the Downtown Farmville properties is the development of a “maker space” where community members can access shared tools and materials to learn new skills, work toward professional certifications, complete passion projects, and build community through hands-on collaboration. A maker space could also be part of a “multi-purpose community center.” The fund can also be used to support loan funds for Economic Restructuring activities (may require the completion of an Economic Restructuring Plan per DHCD standards).

VI. REDEVELOPMENT CONCEPT (continued)

Tobacco Region Revitalization Commission (TRRC) Southern VA Program

The project at 109 & 111 N Main St qualifies for TRRC grants/loans under the Business District Revitalization investment category. As part of this type of investment, TRRC will “make grants and loans to support capital improvements in properties, and in entrepreneurial and business support strategies, with the goal of encouraging the occupancy of vacant, underutilized buildings and creation/expansion of technology and business service sector jobs.” Examples of eligible activities for funding include planning and capacity building, business development facilities, and small business development incentives.

Applications for the FY2024 funding cycle close are due June 7, 2023. The requirements for the application are outlined below:

1. Service area and project location map (complete)
2. Feasibility study (in progress)
3. Cost estimate from engineer or contractor (rough estimate complete)
4. Detailed equipment list and equipment quotes (will need to develop)
5. Operating budget and pro forma (will need to add detail)
6. Operating agreement (required for public-private partnerships)
7. Outputs/metrics that are expected to result from project (will need to develop)

Virginia Main Street Grants

Virginia Main Street (VMS) is offering four different grant opportunities for FY2024: Downtown Investment Grants (DIG), Community Vitality Grants (CVG), Financial Feasibility Grants (FFG), and Virginia Business Resurgence Grants. Of these grant programs, a Downtown Investment Grant would be the most natural fit for the project at 109 & 111 N Main St. This grant has a maximum award of \$75,000 and requires \$1 in matching funds from the applicant for every \$2 of funding from VMS. In-kind services by local government, consultants, and other Main Street stakeholders and partners, as well as project implementation by volunteers, may be included as part of the required match.

Strong applications for DIG grants will demonstrate how the project will:

1. Support the community’s vision of encouraging private investment downtown
2. Align with the mission of the Main Street organization
3. Address one or more of the organization’s Transformation Strategies or strategic planning goals

DIG funding can be used to fund complete projects, provide seed funding for new projects, or provide gap funding that allows a project to become fully funded. The application deadline is April 28, 2023, and funded projects are expected to be completed by May 2024 (this may be a stretch).

VII. IN CLOSING

This study has described our analysis, precedent, and exploration process, which has led The Farmville Downtown Partnership and Summit Design and Engineering to thoughtful conclusions and an exciting concept for the properties at 109 and 111 North Main Street in Farmville, VA. This has been an inclusive, cooperative, and iterative process. While by nature this is a preliminary study, it sets the tone and underlying structure of the redevelopment possibilities here.

Taking these negative-impact buildings and redeveloping them will do more than just developing the properties themselves. The New Farmville Main Street Venue will be positive part of the community and built environment for years to come.



Feasibility Study

109 & 111 North Main Street
Farmville, Virginia

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